

Wethersfield Tourism Commission Meeting Minutes

Tuesday, April 26, 2011 5:30 p.m.
Town Hall, Town Manager's Conference Room

- 1) Call to order - Chair Traczyk called the meeting to order at 5:33 p.m
- 2) Roll call (5 members required) – Members in attendance: Traczyk, Sullivan, St. Onge, Aforismo, Ford, McHugh.
- 3) Approval of Minutes – March 2011 Meeting – Katie Sullivan motioned to approve the minutes with Elaine St. Onge seconding the motion and all members voting in favor.
- 4) Open issues (Old Business)
 - a) CT Culture & Tourism Cooperative Marketing & Challenge Grants – Chris Traczyk reminded members of the two marketing grants that were approved, as reported at our 3/29/11 Tourism Commission meeting. The Cooperative Marketing grant is to continue the magazine style insert in the CT Getaway guide, which includes an Ibrochure option. The total project is valued at \$15,423.
The Marketing Challenge grant is for a variety of marketing initiatives: website redesign, print ad redesign, rack card design and printing, postcard design and printing and rack card distribution. Total costs would be \$31,450.
Chris Traczyk then suggested that sub-committees be formed to work on the various initiatives included in each grant. The following sub-committees were identified and attending members volunteered to serve on the sub-committees, as follows:
 - 1) Ibrochure – Katie Sullivan, Dorcas McHugh. A printout of the Ibrochure for Newburyport, Mass. was circulated as an example of an Ibrochure. To view that Ibrochure, visit www.newburyportchamber.org.
 - 2) Rack card design – Katie Sullivan, Elaine St. Onge (will work with Peter Gillespie).
 - 3) Website redesign – Chris Traczyk, Charlie Ford (will work with Peter Gillespie and Jessie Smith).
 - 4) Post card design - ?

Members not attending today's meeting are also welcome to volunteer for the sub-committees.

Efforts have also begun to explore developing a consolidated data base of names, email addresses, etc. from Old Weth. organizations such as Tourism Comm., Weth. Historical Society, Webb-Deane-Stevens, Old Weth Shopkeepers Assoc. so that each organization can do more effective marketing. Progress on this effort has been difficult.

- b) Certified Local Government – no report

- c) Old Weth. Stakeholderes Meeting – Chris Traczyk reported on the many items of information that were passed on to attendees as well as the issues that were discussed.

5) New Business

- a) Chris Traczyk reported that the Town will hold Energy Workshops at Town Hall from 7 – 8:30 pm on April 26 and June 9.

- b) Ibrochure – Madden - (see item 4a above)

- c) Scarecrows Along Main St. (SAMS) – Charlie Ford expressed concern about the future of the Scarecrows. At the May OWSA (Old Weth. Shopkeepers Assoc.) meeting there was discussion about whether or not to continue to conduct the event. The issue is that only a few members are doing all of the work and each year it becomes more of a burden on those few. There has been talk about ending SAMS the past two years during the event planning phase, however none of the shops really want to see it end, so, at the end of the day, they say let's do it again.

Each year, however, the discussion gets more serious.

Charlie Ford does not want to see the event die, so he wants to have a backup plan. Charlie asked for discussion about whether Tourism Commission members would be interested in helping with the event, if OWSA wanted that help. There was discussion about some of the responsibilities and tasks involved and several members expressed interest in helping in some of those areas.

Charlie will present this information to OWSA at their next meeting on May 25 and we'll go from there.

- d) There was discussion of the Comstock, Ferre & Co. 200th anniversary event to be held June 5 as well as other events in Old Weth. on that date so that other Old Weth. organizations can be made aware of all of the activities that will be going on that day.

- e) Plant Swap – There was discussion about holding a plant swap, possibly on Sat., June 11 on the grounds of the Keeney Center, in conjunction with Museum Open House Day in Conn. Elaine St. Onge will investigate using the Keeney grounds.

- f) Farmers' Market – Elaine St. Onge reported that the 2011 Farmers' Market season will begin on Sat. June 4 on the grounds of the Keeney Center. She also reported that there will be a "small" Farmers' Market on Sat. May 21 in conjunction with Family History Day at the Keeney.

6) Reports – Affiliate Commissions/Organizations

- a) Economic Development & Improvement Commission – Dorcas McHugh reported that "business" is pretty much on hold pending finalization of the upcoming 2011-2012 budget.

- b) Central CT Culture & Tourism – no report.

- c) Greater Hartford Convention & Visitors Bureau – Chris Traczyk reported that the Bureau's annual meeting will be held June 7, from 3:30 – 7 pm at the Hartford Club. CVB members are welcome to attend at no cost. There is an RSVP.

- d) WDS – Katie Sullivan reported that the date for the “spring” tea event is not yet set. The date and theme of the event will change from those of past years.
- e) WHS – Elaine St. Onge reported on the May 21 Family History Day event and the Keeney Cooler concert series for the summer.

7) Other Business

- a) Chris Traczyk reported that a Brochure Swap is scheduled for May 9, from 9:30 to 10:30 am at the Crown Plaza Hotel in Cromwell for state tourism attractions and organizations. Gerry Munroe may be able to attend from the Tourism Comm. Charlie Ford reported that two members of The Old Weth. Shopkeepers Assoc. plan to attend also.

8) Adjournment – Chris Traczyk adjourned the meeting at 6:40 pm.

Respectfully submitted

Charles Ford

Old Wethersfield Shopkeepers Assoc. representative